



Barker Enterprises, Inc.
creating copy that doesn't croak

Direct Marketing and Product Management – Reward Programs

Connect with Your Customer

Expectations continue to rise regarding how your products and services are explained and presented. Your customers have become sophisticated consumers of information and expect to be spoken to without pretense and puffery.

Let me help you create the pathways for your customers to connect to your product and your brand. Loyalty occurs when a customer understands your roadmap to giving them what they want. The challenge is to recognize the multiple audiences that you serve and to serve them well.

Key Questions for the Direct Marketer and Product Manager

Ask yourself the following questions to pinpoint areas where I can help.

About Reward Programs

Is your rewards program competitive?

Is your message clear and easy to understand?

Do your materials support your brand?

Is your presentation consistent?

In your mailings, do your customers know where they stand?

Do your programs motivate your customers to achieve the next tier?

Motivating the next purchase or trip before year end is crucial for many customers who are on the verge of positive or adverse change in their tier status. There are ways to incorporate motivational messages into existing mailings.

For more information, contact me directly at nbarker@barkerenterprisesinc.com.